

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization International Bureau



(43) International Publication Date  
13 January 2005 (13.01.2005)

PCT

(10) International Publication Number  
WO 2005/003274 A1

(51) International Patent Classification<sup>7</sup>: C11D 3/40, 3/00

(21) International Application Number:  
PCT/EP2004/006085

(22) International Filing Date: 4 June 2004 (04.06.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
0314210.6 18 June 2003 (18.06.2003) GB

(71) Applicant (for AE, AG, AU, BB, BW, BZ, CA, CY, EG, GB, GD, GH, GM, IE, IL, KE, LC, LK, LS, MN, MW, NA, NZ, OM, PG, SC, SD, SG, SL, SZ, TT, TZ, UG, VC, ZA, ZM, ZW only): UNILEVER PLC [GB/GB]; Unilever House, Blackfriars, London, Greater London EC4P 4BQ (GB).

(71) Applicant (for AL, AM, AT, AZ, BA, BE, BF, BG, BJ, BR, BY, CF, CG, CH, CI, CM, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, FR, GA, GE, GN, GQ, GR, GW, HR, HU, ID, IS, IT, JP, KG, KP, KR, KZ, LR, LT, LU, LV, MA, MC, MD, MG, MK, ML, MR, MX, MZ, NE, NI, NL, NO, PH, PL, PT, RO, RU, SE, SI, SK, SN, SY, TD, TG, TJ, TM, TN, TR, UA, UZ, VN, YU only): UNILEVER NV [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL).

(71) Applicant (for IN only): HINDUSTAN LEVER LIMITED [IN/IN]; Hindustan Lever House, 165/166 Backbay Reclamation, Maharashtra, Mumbai 400 020 (IN).

(72) Inventors; and

(75) Inventors/Applicants (for US only): BARBIZAN, Danielle, Santinho [BR/BR]; Unilever Brazil - HPC La Head Office Anastacio, Av. Manoel Domingos Pinto 481, 05120-000 Sao Paulo (BR). BATCHELOR, Stephen, Norman [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63

3JW (GB); GRIGOLON, Lisanne, Beatriz [BR/BR]; Unilever Brazil - HPC La Head Office Anastacio, Av. Manoel Domingos Pinto 481, 05120-000 Sao Paulo (BR). SORZE, Andrea, Dias [BR/BR]; Unilever Brazil - HPC La Head Office Anastacio, Av. Manoel Domingos Pinto 481, 05120-000 Sao Paulo (BR). STEEL, Andrew, Thomas [GB/GB]; Unilever R & D Port Sunlight, Quarry Road East, Bebington, Wirral Merseyside CH63 3JW (GB).

(74) Agents: ELLIOTT, Peter, William et al.; Unilever Intellectual Property Group, Colworth House, Sharnbrook, Bedford, MK44 1LQ (GB).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AB, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- with amended claims

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: LAUNDRY TREATMENT COMPOSITIONS

(57) Abstract: A laundry treatment composition which comprises a surfactant and from 0.0001 to 0.1 wt% of a combination of dyes which together have a visual effect on the human eye as a single dye having a peak absorption wavelength on cotton of from 540 nm to 650 nm, preferably from 570 nm to 630 nm, the combination comprising a photostable dye which is substantive to cotton.

WO 2005/003274 A1